

JULY 2012

CheckUP

Inspired
by **kids**

Introducing Children's Hospital at
Lehigh Valley Hospital, page 4



A PASSION FOR BETTER MEDICINE.™

 **Lehigh Valley
Health Network**

Here All Along

Recent developments spotlight our long history of hard work and expertise



Did you ever find money in a coat pocket? You feel like you've hit the lottery, even though you had the money all along. It's one of those little things in life that's fun to share with people. You might even tell someone on the elevator, "It's going to be a good day. I just found \$10 in my pocket."

Lately, a few things happened in our health network that make me feel as though I've found money in my pocket. For starters, we introduced Children's Hospital at Lehigh Valley Hospital (page 4). While it's not a new building, its name encompasses the comprehensive pediatric services we've developed as the region's only associate member of the Children's Hospital Association (CHA), the organization that recognizes children's hospitals in the United States. We have been a proud member of CHA for

the past six years. The dedicated men and women of our pediatric team have been delivering outstanding services to our community's children for years. So while we introduced a new name, the exceptional care has been there all along.

Naming Ed O'Dea our new chief financial officer (CFO) is another example (page 3). He's been in this role on an interim basis since September. Beyond that, he's worked in our health network for 21 years. He served as controller, then vice president of finance prior to becoming CFO. His financial knowledge and expertise helped guide us for years, and will continue to do so for years to come.

The naming of three new endowed chair holders is yet another example (page 8). Our endowed chairs symbolize our commitment to education and research. Michael Pasquale, MD, will be the new holder of our Anne C. and Carl R. Anderson Distinguished Chair in Surgery; Anne Panik, RN, will hold the Peggy Fleming Endowed Chair in Nursing; and Alex Rosenau, DO, will hold the Auxiliary of Lehigh Valley Hospital Endowed Chair in Emergency Medicine.

We've had endowed chairs since 1996. Through education and research, they help us improve patient care, thereby creating a healthier community. That, of course, is what we strive to do every day. It's what we've always done, and it's what we'll continue to do.

*Terry Capuano, RN
Chief Operating Officer*

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ON THE COVER

Children throughout the Lehigh Valley—such as (clockwise from upper left) TJ of Breinigsville, Ethan of Allentown, Wyatt of Macungie, Lula of Allentown and Sophia of Bethlehem—are what Children's Hospital at Lehigh Valley Hospital is all about.

The Art of Finance

Ed O'Dea embodies it as our new chief financial officer



In 1991, Ed O'Dea was impressed by the quality care his mother-in-law received at Lehigh Valley Hospital—Cedar Crest. It inspired the accountant and financial expert to apply for the position of controller here, although he wasn't optimistic he'd get the job. "I didn't think they would hire someone without health care finance experience," says O'Dea, who worked for a for-profit manufacturing company at the time. But Vaughn Gower—then our chief financial officer (CFO)—thought differently. "He took a risk and hired me," O'Dea says.

The risk paid off. O'Dea has now been here for 21 years, and in May he was named our new CFO after a national search. "I'm excited about our future," says O'Dea, who most recently served as the health network's vice president of finance. "This is where I want to be."

Several things spark O'Dea's passion for our health network. First and foremost, it's our people. "I've never seen people

who have such high expectations of themselves and others," he says. "We never settle for OK. We push one another. That's the kind of team I want to work with."

O'Dea also is proud to work for a respected organization that focuses on helping people and considers the financial consequences of every action. "Finance is an art, not a science," O'Dea says. "For an organization to be financially strong, it takes discipline, sound judgment and planning, focused execution and flexibility. We're always preparing to be successful in the future."

Our continued efforts to deliver high-value care are paramount. To succeed, O'Dea says we must focus on four key health care components: access, convenience, quality and cost. "People have options when it comes to where they receive health care," O'Dea says. "We must find new ways to provide quality care when they need it in the most

Looking ahead— Helping our health network provide high-value care today and in the future is the passion of new chief financial officer Ed O'Dea.

efficient manner possible. There's work to do, but we're in a good position."

O'Dea feels he's in a good position personally too. He and his wife, Marybeth, are Pennsylvania natives. O'Dea grew up in State College, attended Penn State University and St. Joseph's University, and believes the Lehigh Valley is a great place to raise their 14-year-old daughter, Claire. It's also a great place for an outdoorsman like O'Dea who enjoys hunting, hiking, biking and kayaking. "I love the sense of community here," O'Dea says. It's why he's excited to help lead an organization that is a major part of it.

—Rick Martuscelli

Introducing: Children's Hospital at Lehigh Valley Hospital

Five things you should know about the
area's first children's hospital

On May 22, we introduced Children's Hospital at Lehigh Valley Hospital to our community. While it's not a new building, its name encompasses the pediatric services we've been developing and providing for years. Here's what you need to know about the area's first children's hospital.

1 The idea dates back decades.

Through the years, many parents of sick and injured children asked us to provide more specialized services close to home. "We listened to every comment, took careful action, and strategically and comprehensively expanded our children's care services in the most economically efficient way possible," says president and chief executive officer Ron Swinfard, MD. We also worked to complete a "children's care checklist" made by the late Forrest Moyer, MD, the Lehigh Valley's father of pediatrics. With the opening of the region's only Children's ER and the establishment of the area's first pediatric residency program, the final checkmarks were made. Inspired by our community's needs and the completion of Moyer's list, we established Children's Hospital at Lehigh Valley Hospital.

2 We've met the criteria to be a children's hospital for years.

We are an associate member of the Children's Hospital Association (formerly the National Association of Children's Hospitals and Related Institutions, or NACHRI).

It's an international organization of 240 not-for-profit hospitals that meet the criteria to be recognized as children's hospitals. We've been a member for six years. We're currently applying to become an institutional member, the highest level.

3 It took time, trust and teamwork.

"It all starts with our people," says John Van Brakle, MD, chair of our pediatrics department. "They live and work in the Lehigh Valley and are passionate about caring for children." Colleagues in pediatrics are role models in the use of time, trust and teamwork—the conditions that help us be at our best. Over the years, they welcomed feedback from one another, suggested ways we could enhance services and worked together to provide a higher level of care to meet our community's needs.

4 You'll be seeing more of the new logo.

More than 3,200 children and families leave the Lehigh Valley for care every year. The logo will help them understand they can get quality children's care close to home. You may have already seen the logo in the newspaper. Soon, it will appear on the front of Lehigh Valley Hospital—Cedar Crest and as part of a campaign to educate our community about the things that make our children's care unique, including:

- ✓ Region's only pediatric intensive care unit
- ✓ Pediatric physicians in 28 specialties

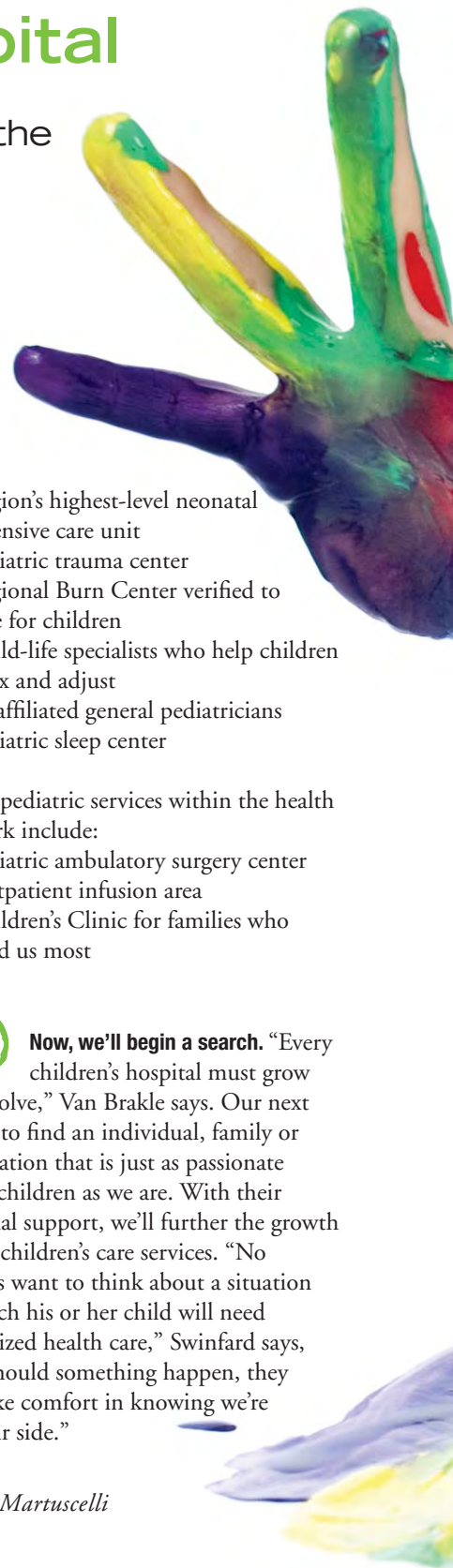
- ✓ Region's highest-level neonatal intensive care unit
- ✓ Pediatric trauma center
- ✓ Regional Burn Center verified to care for children
- ✓ Child-life specialists who help children relax and adjust
- ✓ 71 affiliated general pediatricians
- ✓ Pediatric sleep center

Other pediatric services within the health network include:

- ✓ Pediatric ambulatory surgery center
- ✓ Outpatient infusion area
- ✓ Children's Clinic for families who need us most

5 Now, we'll begin a search. "Every children's hospital must grow and evolve," Van Brakle says. Our next step is to find an individual, family or corporation that is just as passionate about children as we are. With their financial support, we'll further the growth of our children's care services. "No parents want to think about a situation in which his or her child will need specialized health care," Swinfard says, "but should something happen, they can take comfort in knowing we're by their side."

—Rick Martuscelli





a service of Lehigh Valley Hospital





Your Path to Open Enrollment

These 4 easy steps will
enhance your wellness and
ensure your health care benefits



OPEN

By embracing health and wellness, you serve as a positive, healthy role model for our patients, guests and visitors. To help you in your quest, we're making important changes to the Choice Plus health plan for 2013.

Our plan is unique in that we fund it ourselves. We do this so we can customize our plan to best meet your needs. Last year the health plan paid \$110 million to cover nearly 9,500 employees and an additional 12,000-plus dependents.

To keep you covered, and to keep our expenses in line for 2013, we are changing our premium structure (the payroll deduction for Choice Plus). However, by taking four simple steps toward health and wellness, benefit eligible participants can continue to receive the full-time employee coverage at no charge.

If you are a full-time colleague with no dependents, you have historically not paid a premium. If you take the four steps (see checklist on opposite page), you still have no premium. If you don't take the four steps, you will no longer receive full-time employee coverage at no cost. If you have dependents, taking these four steps will allow you to reduce the premium you pay and therefore keep it at about the same rate you paid in 2012.

Take these 4 steps on your Path to Open Enrollment 2013 (complete them by Sept. 30, 2012):



Take a health and wellness assessment at WebSAI.com.

This step is mandatory to be eligible for Choice Plus health benefits in 2013. You need to take a health and wellness assessment as an employee; your dependents do not have to take one.

WHAT IT IS: The health and wellness assessment is a questionnaire that helps you learn more about your overall well-being. It can help you identify factors that could put you at risk for disease and guide you toward wellness activities to reduce that risk. The data collected will be grouped together to help Choice Plus better plan services—such as disease management programs—to benefit all employees. Access the assessment at WebSAI.com (or click on the WebSAI icon on your SSO toolbar).

✓ TIMELINE: JUNE 21-SEPT. 30



Take the “Health Care Benefits 101” module on The Learning Curve.

This step is required for a reduction in the premium you'll pay in 2013.

WHAT IT IS: This is the first of two modules you need to complete. (Access them by clicking the TLC icon on your SSO toolbar.) It explains details about our Choice Plus health plan and defines terms you need to know, such as premium, deductible and coordination of benefits. Health Network Laboratories employees can access this module through “My eLearning.”

✓ TIMELINE: JUNE 21-SEPT. 30



Elect a primary care physician (PCP) at WebSAI.com.

This step is also required for a reduction in the premium you'll pay in 2013.

WHY IT'S IMPORTANT: Starting in mid-July you will be asked to list your primary care practitioner—either an internist or a family medicine doctor—at WebSAI.com. If you are from in the area, your doctor should be from in-network. If you are from outside the area, you may list an in-network or out-of-area doctor. A PCP focuses on your overall health, best knows your medical history, and is an important part of the patient-centered medical home. If you don't have a PCP, you can find one by calling 610-402-CARE or review a list on WebSAI.com.

✓ TIMELINE: MID-JULY-SEPT. 30



Take the “All Around Wellness” module on The Learning Curve.

This step also is required for a reduction in the premium you'll pay in 2013.

WHAT IT IS: This is the second of two TLC modules. It emphasizes the importance of embracing healthy behaviors, and resources available to you such as Well U. and our Culture of Wellness classes and programs. This bundle will be available starting in mid-July. Health Network Laboratories employees can access this module through “My eLearning.”

✓ TIMELINE: MID-JULY-SEPT. 30

Get more information:

■ **Check your mailbox** for a packet that will explain more about your Path to Open Enrollment 2013. The packet includes frequently asked questions, a chart of 2013 premiums and other important information.

■ **Connect by phone** at 484-884-3199 with your human resources benefits counselor (Becky Dougherty if your last name starts with A-G, Lynne Riden for H-O, or Janet Miller for P-Z), or Spectrum Administrators at 484-884-0410. If you are a Health Network Laboratories colleague, please call their human resources department at 610-402-5449.

■ **Connect online** with human resources on the intranet on your work computer at hr.lvhn.org or with Spectrum Administrators at WebSAI.com.

■ **Enroll in benefits** during Open Enrollment 2013 from Oct. 29–Nov. 16, 2012. **All colleagues must enroll this year in order to participate in Choice Plus for 2013.** If you don't enroll, you will not be eligible for Choice Plus coverage until Open Enrollment 2014, unless you have a qualifying life event.

—Kyle Hardner

Our Newest Chair Holders

Learn their visions to enhance education and clinical research

It's an honor to be named a holder of one of our endowed chairs. These chairs support education and research in a specific field of medicine. They're rare at teaching hospitals, yet we have 13 of them. Chairs are made possible through the generosity of donors. The cost of funding a chair is \$2 million. The interest generated from the investment of a donor's gift supports education and research opportunities. Chair holders determine how these funds best support each area.

In August, three colleagues will be named new chair holders. Here's what they hope to accomplish.



The Anne C. and Carl R. Anderson Distinguished Chair in Surgery



CHAIR HOLDER

Michael Pasquale, MD, chair, department of surgery

HIS VISION

To promote education and research that lead to improvements in the safety and quality of care delivered to our surgical patients. A current project that exemplifies this vision is the ongoing development of mobile health care apps that allow physicians to access vital health information about patients and their care via cell phone. This would facilitate physicians in their preparation prior to starting their day and potentially avoid a situation where they may not receive all of the necessary information to provide quality care. The chair also will support the purchase of equipment that allows physicians to receive training on the da Vinci™ robotic surgery system.



The Peggy Fleming Endowed Chair in Nursing



CHAIR HOLDER

Anne Panik, RN, senior vice president, patient care services

HER VISION

To support advanced education and increase the proportion of registered nurses with a baccalaureate degree to 80 percent by 2020. This promotes the recommendation from the Robert Wood Johnson Foundation and Institute of Medicine Initiative on the Future of Nursing: *Leading Change, Advancing Health*. The chair also will support evidence-based practice and nursing research projects in the development of an Evidence-Based Practice Fellowship for Nursing.



The Auxiliary of Lehigh Valley Hospital Endowed Chair in Emergency Medicine



CHAIR HOLDER

Alex Rosenau, DO, senior vice chair, department of emergency medicine

HIS VISION

To build a department focused on clinical excellence, education for critical patient care, professional leadership and advancing the field for the benefit of our patients. The chair will provide a pediatric emergency medicine simulator to further the education of caregivers in our Children's ER, as well as advanced training equipment for airway management in critical resuscitations. It will support our emergency medicine research department co-lead (along with Yale University) the 2014 Society of Academic Emergency Medicine's consensus conference on disparities in the delivery of emergency care. The chair also will send four advanced practice clinicians to Emergency Medicine Bootcamp for enhanced clinical education in diagnosis and procedures.

Our Additional Endowed Chairs and Chair Holders



**The Auxiliary of
Lehigh Valley Hospital
Endowed Chair in
Critical Care Medicine**

CHAIR HOLDER

*Matthew McCambridge,
MD, past medical staff president and
chief of critical care*



**The Leonard Parker
Pool Chair in Medicine**

CHAIR HOLDER

*Debbie Salas-Lopez, MD,
chair, department of
medicine*



**The Willian H. Grube Jr.
and Phyllis Esterly
Grube Endowed
Chair in the Pediatric
Subspecialties**

CHAIR HOLDER

*Elaine Donoghue, MD, vice chair,
medical education, pediatrics*



**The Walter M. and A.
Hazel May Endowed
Chair for Excellence
in Cardiology**

CHAIR HOLDER

*Ronald Freudenberger,
MD, chief of cardiology, medical director,
Heart and Vascular Center*



**The Forrest G. Moyer,
MD, Distinguished
Chair in Pediatrics**

CHAIR HOLDER

*John Van Brakle, MD,
chair, pediatrics*



**The Leonard Parker
Pool Chair in Commu-
nity Health and Health
Studies**

CHAIR HOLDER

*Jeff Etchason, MD,
chair, community health and
health studies*



**The Leonard Parker
Pool Chair in Health
Systems Management**

CHAIR HOLDER

*Ronald Swinfard, MD,
president and chief
executive officer, Lehigh Valley Health
Network*



**The Leonard Parker
Pool Chair in Family
Practice**

CHAIR HOLDER

*William Miller, MD,
chair, family medicine*



**The Timothy M.
Breidegam Endowed
Chair in Neurology**

CHAIR HOLDER

*John Castaldo, MD,
chief, neurology*

**We are in the process of identifying a
potential chair holder for **The Indru T.
Khubchandani, MD, Endowed Chair
in Colon and Rectal Surgery***

—Rick Martuscelli





Spreading the Summit Message

Participants encourage colleagues to build time, trust and teamwork

Board of possibilities—Following the Summit, the Network Office of Research and Innovation (NORI) implemented a “Mission Possible” white board. Colleagues are encouraged to discuss concerns or ideas with a manager and then place it in a “suggestion folder” attached to the board. The team gathers for weekly huddles to discuss the suggestions, which are then arranged on the board according to complexity and potential value. Team volunteers work toward solutions. “We hope this process opens doors for communication, transparency and team-building,” says Dana Wentzel, RN, director of clinical research operations.

Do you feel comfortable approaching your immediate supervisor with a concern or question? Will he or she make time to listen? These are among the questions colleagues in the Network Office of Research and Innovation (NORI) were recently asked on an informal survey. It’s one of the ways NORI is following up on the experience team members had at the April 12 Summit.

“The survey results were very favorable,” says Summit participant Dana Wentzel, RN, director of clinical research operations. The NORI team also implemented a new “Mission Possible” white board (see photo and caption) that reflects what Summit participants agreed is our health network’s desired culture: *“Respectful communication in a safe environment where honesty and openness are valued, not punished.”*

As nearly 1,000 other Summit “climbers” returned to their workplaces, they encouraged colleagues to enhance

communication and build time, trust and teamwork, the conditions colleagues say we need in order to be at our best. Here are two examples.

Laurie Kilian

Training specialist, Lehigh Valley Physician Group

“I shared my Summit experience with our staff, and it was well-received. In particular, we have focused on improving teamwork by discussing our workloads and identifying high-priority tasks and projects. We enable a point person to focus on the priority task, while our remaining staff covers day-to-day responsibilities.”

Laura Harstine

Health educator/designer, patient education department

“I talked about the Summit with my supervisor and entire department. We now have more open discussions about issues we’re facing, which is helping to ease some tensions. The Summit raised the bar for

better communication and more honesty. There is always going to be work to do in this area, but I feel a platform has now been provided for us to do that work.”

Strategic direction

Feedback from the Summit and employee forums is helping to formulate our fiscal year 2013 strategic plan and network, departmental and individual goals. Look for more details in August’s *CheckUp*. In the meantime, visit Mission Central (www.lvhn.org/conversations) for:

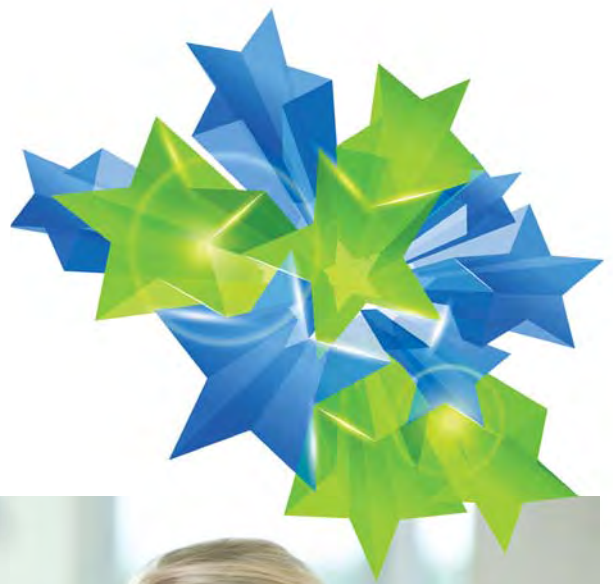
- Updates on the strategic process
- Examples of how colleagues are building time, trust and teamwork
- Videos, photos and stories about the many ways we make our mission possible

—Gerard Migliore

Service Star of the Month

Jaclyn Bergstol, RN, 6T,
Lehigh Valley Hospital–Muhlenberg

Nominated by Nicole Wiswesser, RN



Congratulations to Award Nominees

Francine Miranda

Department of OB/GYN

Sue Minnich

HealthWorks, Trexlertown

Children's Early Care and Education Center Staff

**Matthew McCambridge, MD,
Susan Collins, RN, John Mihalik,
RN, Angela Strausser, RN, and
Nancy Noone**

Advanced intensive care unit

Cheryl Fox

Information services physician
support

Kevin Walters

6C, Lehigh Valley Hospital–
Cedar Crest

Jill Riccio, RN

Progressive coronary care unit

Peggy Farrell

Diagnostic radiology, Trexlertown

Suzanne Holveck

Pharmacy, Lehigh Valley
Hospital–Cedar Crest

Inpatient Pharmacy Services

Things to remember when nominating a Service Star:

- Choose a colleague or a team of colleagues.
- Tell a story. Specifically explain how the colleague or team did something extra special.
- You don't have to provide direct patient care to be a Service Star. All colleagues and teams can be nominated.

To nominate a Service Star:

- Visit www.lvhn.com
- Go to the "Find Fast" box
- Click "Service Star Nomination"



All patients are glad to be discharged from the hospital. But when a patient on Lehigh Valley Hospital–Muhlenberg's 6T received word he was going home, he and his nurse, Nicole Wiswesser, RN, were concerned. At home, the patient would need to have his dressings changed twice a day. However, his insurance would only cover one daily visit from a home care nurse. He had no family to help him either.

Wiswesser and case management colleagues tried but couldn't find a way to get the patient home. That's when Jaclyn Bergstol, RN, stopped to say hello while the patient was walking the halls.

Using her best AIDET skills, Bergstol started a conversation with the patient and learned she lived near him. She immediately offered to come to his home every night to change his dressing, even after working a 12-hour shift. Never asking how long she would have to do it, Bergstol volunteered to visit him until twice-a-day dressing changes were no longer necessary.

"The patient was touched by Jaclyn's unselfishness and compassion," says Wiswesser. "When you think of our mission to heal, comfort and care for our community, I believe Jaclyn was an outstanding example of what makes Lehigh Valley Health Network so great. She did this out of the goodness of her heart and expected nothing in return."

—Matthew Burns



Visit **Mission Central** at www.lvhn.org/conversations and click on "**Discussion**" to share and comment on colleagues' stories of exceptional service.



First Aid at Dorney

The next time you or a loved one ride the coasters and water slides at Dorney Park & Wildwater Kingdom, have peace of mind knowing our health network can help if someone gets hurt. This year, we're the official sponsors of the park's two first aid stations and EMS program. We're providing all the medical supplies and a physician who serves as the first aid stations' medical director. Annually, about 4,500 of Dorney's 1.5 million guests receive care in the first aid stations. All guests will see our logo on the daily park handout (you get it for free at the front gate) and the first aid stations.



Be an Advocate

Lehigh Valley Health Network is being considered for inclusion on the 2013 FORTUNE 100 Best Companies to Work For® list, compiled by Great Place to Work® Institute. As part of the process, a survey will be distributed to a group of employees to get your opinions about different aspects of working here. "If you are one of the selected employees, you are encouraged to complete the survey and be candid in your responses," says president and chief executive officer Ron Swinfard, MD. "Your answers will be treated anonymously and with complete confidentiality. Your participation is greatly appreciated."



Are you an advocate for our health network?

If so, call 484-884-3175 or e-mail Richard.Martuscelli@lvhn.org and share your story in *CheckUp*.

WELLNESS ROLE MODEL

Information Services Wellness Team



Four years ago, eight colleagues from information services (I/S) started a group. They enjoyed getting together to run, participate in local races and improve their personal fitness levels. Gradually, more people joined. Today, there are 30 members. They each use their \$700 annual Culture of Wellness benefit toward

membership to the Healthy You Fitness Center. "We push each other and encourage one another to get to the gym," says Christina Roberts. Some group members, like Richard Fronheiser (left) and Marcus Roberts, recently participated in the Tough Mudder challenge. Now they're training to walk, run and bike in the Philly LIVESTRONG Challenge. "We keep each other motivated and moving," Roberts says.

- ▶ For a list of Culture of Wellness programs, visit the human resources website on the intranet (www.lvh.com) and click "Benefits" and "Culture of Wellness Brochure."
- ▶ To register for Culture of Wellness programs, call **610-402-CARE**.

A Guide to Our Care

Children's ER Open 17 Hours a Day

The number of children we care for in the Children's ER continues to increase. To meet the needs of our community, we're expanding the hours at the Children's ER.

As of July 8, it will be open daily from 8 a.m. to 1 a.m. The recent addition of two pediatric emergency physicians to our staff brings our total to four and helps us meet our community's growing need for specialized emergency care for children.



Patient Safety Grade: A

The Hospital Safety Score grades 2,600 hospitals nationwide on how safe they are for patients. It's a new system used by The Leapfrog Group, a coalition of businesses interested in quality health care. Lehigh Valley Hospital–Cedar Crest and Lehigh Valley Hospital–Muhlenberg each got an A. We are the only hospitals in the region to get the highest possible grade. Our score is derived from expert analysis of publicly available data on rates of infections, injuries and errors. Look for more about our "A" in August's *CheckUp*.

A Doctor You Should Know

James Wertz, DO, a board-certified internal medicine physician with Muhlenberg Primary Care, relates to his patients who need to make lifestyle changes. "I want my patients to know I'm human, just like them," he says. "I struggle to keep healthy, eat right and get exercise just like they do." Two years ago, his knees were hurting and he needed to lose weight. "We got a puppy, and walking her helped me shed the first few pounds. Then I started to swim, bike and pay attention to my eating habits. Through diet and exercise, I lost 85 pounds. I like sharing this information with my patients so they know I understand where they're coming from."



Comprehensive Care for Brain and Spinal Tumors

Our neuro-oncology team has helped our health network achieve one of the highest neuroscience patient volumes in Pennsylvania by focusing on comprehensive treatment for brain and spinal tumors and enhanced quality of life. The team includes five board-certified neurosurgeons, as well as board-certified physicians in radiation oncology, medical oncology and neuroradiology, including the region's only board-certified neuropathologist. A multidisciplinary tumor board reviews every case and develops individualized treatment plans in accordance with National Comprehensive Cancer Network guidelines. Patients have access to clinical trials and the latest clinical advances, such as Gamma Knife® Perfexion™, awake craniotomy with speech mapping, and intraoperative motor mapping. Care is rounded out by neuropsychological services, rehabilitation and palliative support for patients and families.

More Hope for Patients With Cancer

We have entered a scientific affiliation with the Wistar Institute, based in Philadelphia, to foster collaborative cancer research. This affiliation is an important step in our ongoing efforts to bring more hope and more options to people faced with cancer. Through this partnership, our physicians will be on the forefront of scientific discovery. An initial research project is already under way to address resistance to therapy in advanced melanoma. Future projects in ovarian, brain, pancreatic and lung cancers are planned.



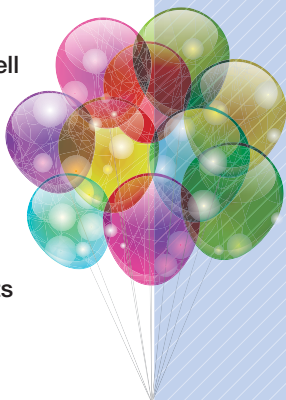


Attend the Summer Festival

Family fun continues at Lehigh Valley Hospital–Muhlenberg’s 51st annual Summer Festival. It will be held August 15–18 at a new location—on the paved parking lot next to Good Shepherd as you enter the campus. Attendees will enjoy free nightly entertainment as well as crafts, book and plant sales, a cash raffle, rides and games, and festival food. Special activities for children include face painting, sand art, a duck pond and more. Proceeds will benefit patient care services at Lehigh Valley Hospital–Muhlenberg.

See the Renovated Children’s Clinic June 29

The Children’s Clinic at Lehigh Valley Hospital–17th Street has a new home on the sixth floor. The renovated clinic has 23 rooms designated for well children, specialty care and teaching. You are invited to tour the clinic Friday, June 29, 11:30 a.m.–2 p.m. (Take the blue elevator to the sixth floor.) Refreshments will be served.



Learn About Family Lodging

The Hackerman-Patz House, a family lodging facility on the campus of Lehigh Valley Hospital–Cedar Crest, will mark its first anniversary with a week-long series of events July 23–27. It’s an opportunity to meet the staff and discover why this “home away from home” is such a valuable asset for our patients and families. Information sessions will be held 11 a.m.–1 p.m. at the following locations:

- **July 23:** Lehigh Valley Hospital–Cedar Crest (outside auditorium)
- **July 24:** Lehigh Valley Hospital–17th Street (main lobby)
- **July 25:** Lehigh Valley Hospital–Muhlenberg (main lobby)
- **July 26:** Lehigh Valley Health Network–Mack Boulevard (outside cafeteria)

The celebration concludes **July 27** with an Open House at the Hackerman-Patz House 11 a.m.–1 p.m. The event will include tours, refreshments, door prizes and a summer cooking demonstration. Please R.S.V.P. to the Open House by calling **610-402-CARE**.



PRIDE in Our People



Thanking Our Partners

Emergency medical service (EMS) providers from more than 140 squads transport patients to our health network. We showed our appreciation for their commitment and dedication during National EMS Week. We held two barbecues, hosted a dinner and educational session, sponsored a night of food and fun at Pig Pen Sports Grille and even distributed Philly soft pretzels. It was a great way to thank EMS providers like (l-r) Jim Attril, Jonathan Nicholas, Brian Swanson, Joe Solderich and Chris Erdman for being integral members of our team and for saving lives.

Our Newest Unit

After months of preparation and anticipation, 2-South opened at Lehigh Valley Hospital–Muhlenberg in May. This 12-bed medical-surgical and telemetry unit is on the second floor at the hospital’s South entrance. Colleagues like (l-r) Cathy Jacob and Michelle Applegate, RN, say the new unit is helping to improve efficiency and the patient experience.



Schedule

For more details on classes (including times, locations and costs), call **610-402-CARE** or visit www.lvhn.org and click Programs and Events.

Culture of Wellness

July 2 and 19 – Breastfeeding Baby

July 2, 9, 16, 23 and 30 – Monday Morning Moms...Beyond Birth

July 2, 11 and 19 – Postpartum Support: Understanding Emotions After Delivery

July 3 and 19 – Car Seat Check – **FREE!**

July 5, 12, 19 and 26 – Prenatal Care and Education for Teens

July 8, 16 and 29 – Adult Maternity Tours

July 8 and 29 – Sibling Maternity Tours

Starting July 9 – Preparing for Childbirth, Four-Week Series

July 10 and 17 – Baby Care 2-Week Series

July 14 – Preparing for Childbirth, One-Day Class

July 21 – Baby Care, One-Day Class

July 24 – CPR for Family and Friends Class

July 27 and 28 – Preparing for Childbirth, Friday-Saturday Class

Blood Drive

July 12 – LVH–M, ECC C and D

Healthy You Program Packages

Cardio-Strength Group

Healthy Aging Group Fitness

Mind-Body Group Fitness

Specialty Group Fitness

Youth Fitness Group and Sports Performance

LVHN Recreation Committee

Sept. 16-19 – Maine Tour

Contact Denise Mitchell 484-884-0513



VALIC Social Security Seminar

To register, visit www.valic.com and enter the code.

July 17 – LVH–CC code: 3773ALL11AN

July 18 – LVH–M code: LVHBET11AK

July 19 – LVH–17 code: LVHALL11AK

Employee Discount

Show your badge and save 20% at Sneaks-n-Cleats, 6636 Hamilton Blvd., Wescosville. (\$25 max discount).

READ MORE PRIDE in Our People at lvhn.org/checkup.

The Class of 2015

They've come from Pennsylvania and various points nationwide to be part of the SELECT (Scholarly Excellence, Leadership Experience, Collaborative Training) program—our medical school partnership with the University of South Florida Morsani College of Medicine. Now the first class of SELECT medical students has officially completed its first-year studies in Tampa, Fla. Five of the 19 students—Kirk Chassey, Kyle Correll, Alexandra Printz, Aresh Ramin and Emma Qureshey—are currently working on projects in our health network and our community as part of a summer immersion program. The entire class will return to Tampa this July to begin second-year studies. The class then comes to our health network to begin third-year studies in May 2013.



Justin
Abbateamarco



Yasir
Abunamous



Rachel
Appelbaum



Kanchi Batra



Kirk Chassey



Jennifer
Chevinsky



Kyle Correll



Kyle Ingram



Ian Mark



Norman
McKoy



Keith O'Brien



Sven Oman



Ian Osburn



Shawn
Palmeri



Christian
Pothering



Alexandra
Printz



Aresh Ramin



Emma
Qureshey



Aleksandra
Yakhkind

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HAPPY ANNIVERSARY

July 2012

40 Years

Joseph Gnall

Vascular Interventional
Radiology

35 Years

Denice Engle

Dept. of OB/GYN

Elizabeth Kerin

6K Medical-Surgical

Suzanne Rice

Sleep Disorders Center

30 Years

Christine Carolan

4K Medical-Surgical

Jeanine Delucca

Nursing Education

Arlene Eltringham

MICU/SICU

Cindy Hoferica

Case Management

Deborah Markulics

LVPG Reimbursement

Cristine Maurer

Ambulatory Surgical Unit

Scott Paul

Heart Station

Leonora Slabikowsky

Pharmacy

Justine Waldeck

ASU-PACU

Willie Williams

Respiratory Care Services

25 Years

Jeffrey Beisel

Supply Management

Staci Kaczmarczyk

Information Services

Andrea Long

5B Medical-Surgical

Gloria Miller

5K Medical-Surgical

Lynn Nagel

Infectious Disease

Richard Phillips

Financial Services

Elaine Richmond

Pharmacy

Jodie Strohl

Pharmacy

Theresa Tindula

Mother-Baby Unit

Susan Toomey

Contracting

Gregg Zahour

Information Services

20 Years

Debra Bednar

Fairgrounds Surgical
Center

Susan Daugherty

Managed Care

Kim Goff

Ultrasound

Donna Mellinger

Case Management

Marie Olivero

NICU

Evan Reese

Emergency Services

Sherri Ruch

Fairgrounds Surgical
Center

Christine Schmick

Psychiatry

Denise Wolf

LV Family Health Center

Marjo Zelinka

Neonatology

15 Years

Teresa Bingham

Home Care

Gavin Barr

Emergency Services

Jennifer Batdorf

Home Care

Gary Bonfante

Emergency Services

Eric Bubbenmoyer

MedVac

Debra Carter

ABC Family Pediatricians

Barbara Frack

MICU/SICU

Christine Hartner

Heath Services Care
Continuum

Roxanne Krivenko

Division of Education

Tony Langston

Business Development

Keith Lentz

Employee Assistance
Program

Brenda Mace

Central Scheduling

Annette Marks

LVPG Billing

Melissa McKeever

Emergency Services

Linda Neri

Physical Medicine

Stacey Page

Health Care Research

Deborah Pietruszka

Hospice

Alicia Pratt

4K Medical-Surgical

Amy Reinhart

Moselem Springs Health
Center

Barbara Rutt

Pastoral Care

Anthony Strobel

Infectious Disease

William Swedar

Information Services

Kathleen Vitale

Cardiac Cath Lab

Mark Wendling

Valley Family Medical Center

Donna Wetzel

Riverside Family Practice

10 Years

Megan Allen

ER Coding LVPG

Aurey Amato

Valley Family Medical Center

Kathryn Armstrong

Marketing & Public Affairs

Kathryn Bernhard

Infectious Disease

Catherine Courtney

Diagnostic Radiology

Kristina Higgins

ICU

Linda Ingaglio

Emergency Services

Bryan Kane

Emergency Services

Mary Beth Lang

Express Admissions Unit

Diane Limoge

Hospice

Robin Manini

6N Adult Psychiatry Unit

James Miller

LV Anesthesia Services

Tricia O'Leary

Wound Healing Center

Russell Rentler

Geriatrics

Gail Schad

TOHU

Raymond Shunk

Imaging

Beth Thompson

6N Adult Psychiatry Unit

Colleen Wladyslawski

Emergency Services

5 Years

Shannon Albright

Perinatal Unit

Sherly Belony

Pediatric Unit

Erin Bloodworth

HY Fitness Center

Maline Cenat

LV Family Health Center

Jennifer Cicconetti

Pharmacy

Trisha Collins

Physical Therapy

Guillermo De La Vega

OB/GYN Associates

Kerry Deoliveira

Hellertown Family Health

Amanda Dusza

5T Medical-Surgical

Jason Ebersole

Care Continuum Informatics

Aiesha Edwards

Perinatal Unit

Elissa Foster

Family Medicine

Ronald Freudenberger

Cardiology

Cheryl Goral

Cardiac Rehab

Gregg Hellwig

Emergency Services

Maryellen Herzog

Development

Sheri Hinkle

7C Medical-Surgical

Susan Holencik

Riverside Family Practice

Arlene Horwitz

Employee Health Nurse

Dswanda Jones

Operating Room

Yasser Khalil

Hospitalist

Pamela Kline

Bed Management

Sharon Labelle

Managed Care-Marketing

Tracey Laird

Medical Records

Carolyn Lamparella

Pediatric Endocrinology

Zachary Laubach

Regional Burn Center

Mandy Laybourn

Security

Ya-Yu Lee

LVPG Diabetes

Brian Lovett

Emergency Services

Katheryn Lytle

6K Medical-Surgical

Robert Malacoff

Cardiology

Lilit Margolin

Medical Records

Elizabeth Monaghan

Camille Gift Shop

Heather Murphy

Pleasant Valley Family

Practice

Marie OBrien

Rheumatology

Michelle Oliver

Float Pool

Stacy Pasternak

TNICU

Doreen Richards

Transitional Skilled Unit

Sara Robinson

Perinatal Telemedicine

Lauren Russell

Open-Heart Unit

Rhonda Schappel

College Heights OB/GYN

Holly Schmitt

HY Fitness Center

Lauren Schutts

Adolescent Transitions

William Scialla

Hematology Oncology Assoc.

Deborah Shiffler

Float Pool